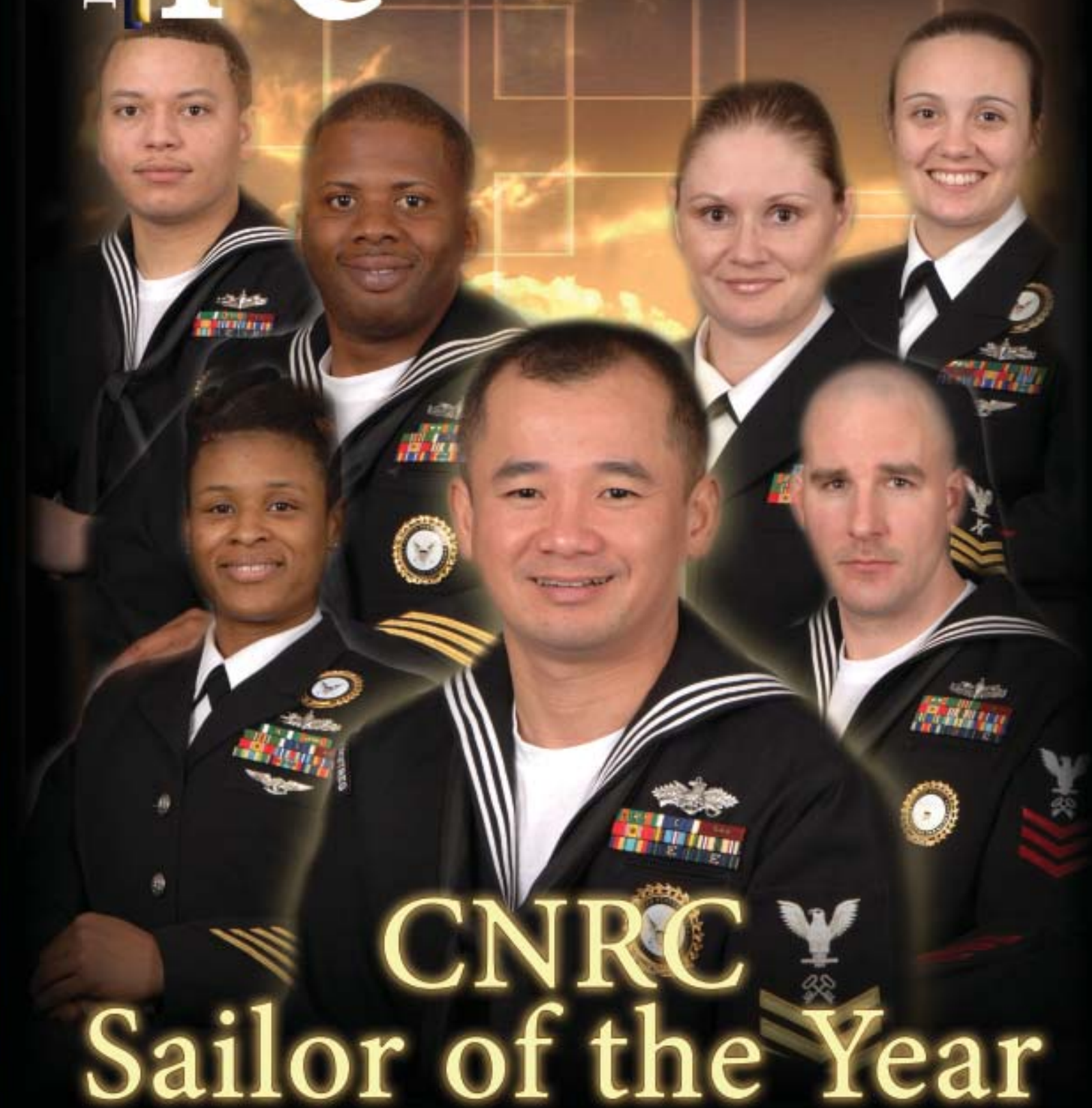


NAVY RECRUITER

Magazine for Navy Recruiters

April 2006



CNRC

Sailor of the Year

NAVY RECRUITER



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Submissions should be sent to:

Editor, Navy Recruiter Magazine
Navy Recruiting Command
Public Affairs (Code 00P)
5722 Integrity Dr. Bldg. 784
Millington, TN 38054-5057
Telephone: (901) 874-9048
DSN: 882-9048
Fax: (901) 874-9074
email:
sonja.chambers@navy.mil

Rear Adm. Jeffrey L. Fowler
Commander, Navy Recruiting Command

CNOCM(AW/SW) Evelyn Banks
Navy Recruiting Command, Force Master Chief

JO1 Sonja Chambers
Editor

YN2 Kristen Greenwood
Editorial Assistant

PH2(AW/SW) Bobbie Attaway
Graphics/Cover Photo Illustration

Recruiting for Tomorrow with Today's Priorities

Shipmates,

Congratulations to all of you for the recent award by the Secretary of the Navy Meritorious Unit Commendation to Navy Recruiting Command for fiscal year 2004. The award citation says it best: "The success of the command was directly attributable to outstanding leadership, aggressive team spirit and mission accomplishment of every civilian and military member."

As you continue to work harder and smarter to **make mission**, I want to emphasize the importance of ensuring that our priorities guide your activities, especially **recruiting skills vital to defeating terrorism**.

Reserve Seabees are among those skills. Seabees have a "can-do" reputation and are in great demand by DoD's Regional Combatant Commanders. We have a very challenging mission this year to affiliate reserve Seabees.

During my visits with you, I have listened to your suggestions and have learned from them. You have told me that our market for non-prior service basic Seabees is much larger than the prior service market. You have also told me that more incentives are needed.

Additionally, our recruiting leadership in our former region South and current region West has been working with Seabee leadership at Gulfport, Miss., and Port Hueneme, Calif., to develop recommendations for building success in this mission.

I've taken your inputs to the Chief of Naval Personnel and other leaders and am working with them to get the right policies and incentives in place to help you **make mission**. As a result, 450 additional non-prior service basic "A" school seats have been added for the balance of this fiscal year. Expanded bonuses for reserve affiliation have been announced. More initiatives based on your feedback are in the works.

Filling these additional non-prior service basic seats will require quick action in the short term but Navy recruiters also have a "can-do" reputation and I'm confident you will **make mission**.

We need to keep moving forward on our reserve mission. A special BZ to NRDs that achieved Reserve mission in February: New England, Buffalo, Richmond, Montgomery, Dallas, Houston, Denver, Portland and Seattle.

We are starting to make progress on our SEAL/SWCC/EOD/Diver mission. Our new SEAL television

commercial is producing good leads; more of our NSW/NSO candidates are passing the Physical Screening Test (PST) at boot camp; our NSW/NSO coordinators have completed training and are now starting work; and we have our NSW/NSO DEP swimming program in place.

That said, we are still not where we need to be in making this absolutely vital mission but a positive trend is developing. We need to stay after this with a lot of energy.

Your Navy leadership, CNO-Admiral Mullen, Vice Admirals Harvey and Moran, are all committed to ensuring you have the right tools to **make mission**. Our leaders clearly understand how important your job is and the challenges you face.

This year I've asked you to **lead change**. You have responded with can-do spirit as we launched our field consolidation on April 1. Operation "Two and Twenty-Six" was conducted in preparation for our consolidation to two Navy Recruiting Regions and 26 Navy Recruiting Districts within CNRC.

This took a lot of hard, detailed work by many of you. Headquarters, Regions and Districts provided comprehensive analysis in the areas of New Contract Objective, Attrition and Delayed Entry Programs, which proved vital to the final consolidation.

Congratulations are in order to our Navy Recruiting Command Sailor of the Year 2005 SK1(SCW) Nguyen from Reserve Region. Competition for this important recognition was particularly keen, as always, and is a testimony to the important contributions each of you make to our critical mission day in and day out. Other nominees were: LN1 Moses, CNRC HQ; SK1(SW) Clay, NORU; FC1(SW) Miller, Region CENTRAL; SK1(SW) Boedicker, Region NORTH; TM1(SW/AW) Johnson, Region SOUTH; and CTR1(SW/AW) Keith Region WEST. Terrific job!

All of these terrific Petty Officers have one thing in common: They excel at **leading and developing Sailors**. Each of you has the ability to do the same. As our CNO reminds us, everything starts and ends with leadership.

Think "Serve and Re-serve." Keep charging.



Rear Adm. Jeffrey L. Fowler
Commander, Navy Recruiting Command



CNRC's new alignment

On April 1, 2006, we harvested the efforts of literally thousands of hours planning a massive effort as we realigned Navy Recruiting Command into a structure with 26 Navy Recruiting Districts and two Navy Recruiting Regions. This remapping plan process impacted everything internal to CNRC – manpower, logistics, electronic databases, staff and civilian manning.

The primary fulfillment of our mission remains unchanged – a Navy recruiter leading an applicant through the prospecting, interview, and contracting process. In the words of Prince Phillip of England, “Change does not change tradition. It strengthens it. Change is a challenge and an opportunity; not a threat.”

This is not the first time CNRC has modified the command structure to support needed adjustments. At various stages in CNRC's history we have operated with 41, 35, 31 and now 26 Navy Recruiting Districts. Numeric designators origi-

nally identified our active component Region commands – Region 1 through Region 8 spanned the nation from the east coast to the west coast. Our Reserve Recruiting structure was composed of eight Navy Recruiting Areas.

The merging of the reserve and active recruiting commands within the Navy was the first and most pivotal step leading to where we are today. Today's Navy Recruiting Command defines synergy – the sum of the parts is greater than the whole. By leading the change inherent in the execution of the NRD / Region



*CNOCM(AW/SW) Evelyn Banks
CNO Directed
Command Master Chief*



Photo by PHC(NAO) Chris Desmond

The Command Master Chiefs and Chief Recruiters of the former Navy Recruiting Region South assembled for a group picture at the Senior Enlisted Training Symposium (SETS) in Memphis, Tenn., Feb. 22. The remapping and path ahead under 26 Navy Recruiting Districts with two Region Headquarters was one of the primary focal points of this years SETS.

alignment, improving the active and reserve recruiting culture and streamlining accession processes we are laying the foundation for long-term success in the battle for manpower.

Course changes on any large vessel place increased stress on the rudder as the ship adjusts to the new path ahead. Throughout the consolidation / realignment process CNRC has turned to experts both external and internal to the organization. One such effort was the Senior Enlisted Training Symposium in February of this year as we gathered our Command Master Chiefs and Chief Recruiters. Our most experienced enlisted Sailors were briefed and provided feedback on many of the changes that lay before us.

Our efforts to leverage today's technology, reach out to an increasingly diverse nation, and maintain continuous development for our Sailors are vital to the continued health of Navy manpower. CNRC's selection of SK1 (SCW) Philips Nguyen as the command's Sailor of the Year is an example of the strength we harness and the benefit to all as we change and move ahead. This year marked the second consecutive year CNRC's Sailor of the Year is from among the Full Time Support (FTS) component and is further evidence of how high the members of the FTS component have set the bar for all to follow.

Born in Vietnam, SK1 Nguyen immigrated to the United States at the age of fourteen. He immediately applied a strong work ethic and commitment to education, working while attending school and improving his English language skills. Like every Sailor, SK1 Nguyen brings tremendous value to the Navy and CNRC – when we embrace and develop the strengths of every Sailor we strengthen the very foundation of the Navy itself.

Top Right: Rear Adm. Craig O. McDonald speaks at the SOY Banquet during the SETS in Memphis, Tenn., Feb. 22.



Photo by PHC(NAO) Chris Desmond



U.S. Navy Photo

Above: The Sailor of the Year finalists and board members from the various Manpower, Personnel, Training and Education (MPT&E) commands competed at NETC headquarters in Pensacola, FL. Pictured here are the SOY finalists and board members. The SOY winners and the commands they represented are : (front row, left to right) – HM1 (FMF/DV) Jeromy M. Cronin, Naval Personnel Development Command; SK1 (SCW) Philips M. Nguyen, Navy Recruiting Command; OS1 (SW) Jonathan D. Lamperth, Recruit Training Command; CS2 (SW) Kevin E. Gutter, Naval Education and Training Command Headquarters Staff; PS1 Beth R. Schudel, Navy Personnel Command; BU1 (SCW) Frederick F. Young, Naval Air Training Command; and HM1 (SW/AW/FMF) Scott V. Wilson, Naval Hospital Pensacola. The Board members were (back row, left to right) – CNOCM (SS) Bernard Jacques, CNOCM (AW/SW) Evelyn Banks, CMDCM (AW/SW) April Beldo, CNOCM (AW/SW) Tony Driver, FORCM (AW/SS/SW/PJ) Michael McCalip, CNOCM (SS) John Walker, and CNOCM (AW/NAC) Pat Flavin.

Exploring the NASCAR-Navy relationship

Interview by Matt Crossman
Reprinted with permission from
Sporting News

I've always been interested in why the U.S. military sponsors cars in NASCAR. The Army, Navy, Air Force, Marines, National Guard and Coast Guard are all involved. I talked with Admiral Jeff Fowler last week at Daytona about the Navy's sponsorship of the No. 88 car driven by Mark McFarland and owned by Dale Earnhardt Jr. This is the first year of that deal. Last year, the Navy sponsored David Stremme's car.

I've never interviewed an admiral or anybody so high in the military before. I was glad I hadn't slobbered out that day at the track. (Note to any of my bosses who might read this: Not that I would ever do that.) Fowler was very cool — nice, friendly, funny, a big sports fan, passionate about the Navy. I bet that the people who work for him would follow him wherever he took them. He answered everything I asked, and my only regret is I didn't ask a smart-alecky question about the Navy's retribution policy if the 88 car gets punted.

Fowler reminded me of a good friend of mine who was in the Navy. Fowler has spent four years of his life underwater (!), and this friend of mine has spent a ton of time on submarines, too. That kind of life makes a person, well, different than you and me. Both are very

focused and deliberate when concentrating on the task at hand, and when they're not, they're goofy. Lest you think I'm insulting an admiral, he referred to himself as a "beach bum." Anyway, here's the interview with Fowler. It's long for a blog, but trust me, you'll want to get to the Super Bowl answer.

Why is the Navy sponsoring a car?

Sports are always big for our target audience, the young men and women of America. NASCAR being as fast-growing and popular as it is, is a good association to have to get the word out of opportunities to serve this great country in the United States Navy. So we use our NASCAR association as mainly an awareness opportunity so people will look at navy.com and find out what they might be able to do while serving.

I imagine that Sailors around the world follow the team closely.

That's really a secondary benefit. We do this strictly for recruiting, but we have found that there is a very strong fan base among the Sailors. Once they get hooked on it, they want to watch it every week.

Hooking up with Junior's team gives you instant credibility.

We were very happy with our association last year. We thought we got a good return on the money we invested by awareness on the tracks and through the media, TV and print. When you partner with somebody who as owner who has been voted the most popular person in motorsports the last three years, we think that will even get us more awareness about opportunities in the Navy.

Somebody sees the car, sees navy.com. Then what?

Once they get on navy.com, if they want to find out information for themselves, there are videos, there are individual job descriptions, there's even a survey to see, "what kind of person am I? What might I be interested in?"

After you've gotten information, and you think, "maybe I want to talk to somebody who's in the Navy," there's connections there with our recruiters, where you can either e-mail or make a phone call, 1-800-USA-NAVY, and talk to somebody about opportunities in the Navy.

In this society — I have two teenage daughters, they like to go find out things on their own on the computer, no pressure, just do it, no high pressure sales or any-



Photo by PHC(NAO) Chris Desmond

Rear Adm. Jeffrey Fowler, Commander, Navy Recruiting Command, and Dale Earnhardt Jr., owner of the Navy-sponsored NASCAR Busch Series #88 "Accelerate Your Life" car, speak at a press conference at Lowe's Motor Speedway Aug. 23, 2005.

thing. But if they find something they're interested in, they like to go talk to somebody in more detail.

How big a part of your recruiting is this?

In our overall marketing effort, this is about 6 or 7 percent. It's very high visibility because it's the part that's more public. We also have a lot of very specifically targeted marketing, where we send out direct mail to people who are in school or have the type of skills we're looking for. That doesn't get as much attention, but it's a very important part of what we do. This is an investment that's important to us, but certainly it's not exclusive.

Are you getting bang for your buck in NASCAR?

I get asked that by my bosses all the time: "Show me an extra dollar spent gives me one more recruit," that sort of thing. You talk to anybody in general marketing, it's very difficult to get general awareness directly linked to number of recruits. However, for general awareness, the other measure would be, how many exposures do we get. If I didn't invest in NASCAR, for instance, I'd be investing in 30-second commercials, 15-second commercials. We have very detailed measurements of that.

Last year, we got more than 3-to-1 return on our investment, had we taken that money and just spent it on commercials. We are very happy with last year's return on investment and expect to have a similar successful return on investment this year.

Why the Busch Series?

The Busch Series fits us well for a lot of reasons. One, there's always budgetary considerations. Similar to our driver last year, who had a successful year in the Busch Series and moved up to Cup, that fits very well with what we do with our Sailors. We bring them in, young men and women, we move them up, get them trained, then move them up even higher. This year, with Mark joining us, moving up to full-time Busch, that's the exact sort of growth and development that we promote in the Navy, and hope people appreciate.

Is there competition between the Navy car, the Coast Guard car and the Marine car in Busch?

There is a good friendly competition, as we have friendly competitions in most things we do. We wish them well and hope they finish second and third behind us.

You hear a lot nowadays that sponsors put a lot more pressure on their drivers. I imagine having the right driver is even more important for the Navy. What is the Navy looking for in a driver?

I think Mark has already represented us very well. Somebody who has integrity. As we have in the Navy: honor, courage, commitment. It really does take those three things to do well in the sport. The sport certainly has high standards of moral character and moral



Photo by JO1 Amy Kirk

Driver, Mark McFarland, signs hats for Honorary Pit Crew Members CE3 Dakarai Elder of NRS Athens and AME2 Damon Boswell of NRD Atlanta during the Atlanta Motor Speedway March 18.

performance. It takes courage to get out there, and it takes commitment to do the things necessary to be competitive week in and week out. That's very similar to what it is for the Navy. We can't just do well one week. We work as a team to do well week in and week out.

The Navy's slogan is Accelerate Your Life. How's that fit?

It fits very well with sports. We had the slogan before we were involved in NASCAR. We want to take young men and women who have other options. They could go many other places. We're saying in the Navy you can go a lot of places here and do it faster, and more exciting, than you can do back on your college campus or back in your small town or wherever you may be. We think it fits very well in the NASCAR lifestyle as well.

Were you a fan of the sport before all this started?

I had never been to a race before this started. I had watched it. I grew up in North Dakota, where they don't have much NASCAR. But I have really come to enjoy it. We try to get other senior Navy leaders to help with recruiting, and to come to NASCAR races to promote the Navy, promote the Navy image. The vast majority come away very impressed. They see all the parallels — the high technology, teamwork, individual performance, it's so similar to a crew of a ship, or a squad of SEALs going on special ops, or flying an F-18 off an aircraft carrier. It's really a good match for the Navy.

NASCAR's fans are young, male and patriots. It seems like a no-brainer that that's your target audience.

It's partly that. I would say, too, in the same way

See NASCAR page 14

CNRC honors top Sailors of the Year

Held in conjunction with this year's Senior Enlisted Training Symposium, the CNRC Sailor of the Year Awards Banquet honored the top Sailors from each Region, NORU and CNRC HQ Feb. 22 in Memphis, Tenn.

This year's honorees are: SK1(SW) Mark F. Boedicker, Region North; SK1(SW) Dartri D. Clay, NORU; TM1(SW/AW) Adrienne McDowell Johnson, Region South; CTR1(SW/AW) Jessica L. Keith, Region West; FC1(AW) Alfonso Miller, Region Central; LN1 Kristi Moses, CNRC HQ; and SK1(SCW) Phillips M. Nguyen, Reserve Region.



Photo by PHC(NAO) Chris Desmond

SK1(SCW) Phillips M. Nguyen, Reserve Region, was named CNRC Sailor of the Year.



Photo by PHC(NAO) Chris Desmond

The Sailor of the Year candidates stand with Rear Adm. Jeffrey Fowler and CNOCM(AW/SW) Evelyn Banks at the Sailor of the Year Banquet. Left to right: Banks, FC1(AW) Alfonso Miller, LN1 Kristi Moses, Fowler, SK1(SCW) Phillips M. Nguyen, SK1(SW) Dartri D. Clay, SK1(SW) Mark F. Boedicker, CTR1(SW/AW) Jessica L. Keith, TM1(SW/AW) Adrienne McDowell Johnson and NCCM A.J. Bronkema.



Chief of Naval Operations

The Secretary of the Navy takes pleasure in presenting the
MERITORIOUS UNIT COMMENDATION to

NAVY RECRUITING COMMAND

for service as set forth in the following

CITATION:

For meritorious service from 1 October 2003 to 30 September 2004. The personnel of Navy Recruiting Command met and surpassed all recruiting requirements while reaching extraordinary levels of excellence and productivity. The command's across-the-board excellence in all phases of the mission, encompassing enlisted and officer Recruiting and conversion of national marketing leads into contracts, resulted in the accession of record numbers of the highest quality men and women into the Naval service. The success of the command was directly attributable to outstanding leadership, aggressive team spirit and mission accomplishment of every civilian and military member. The command accomplished its significant achievements through a shared vision, committed leadership throughout the organization, and a relentless and innovative training program. The superior record attests to the outstanding technical ability and team spirit of its entire staff. The performance during fiscal year 2004 with the renewed focus on increase quality requirements and diversity recruiting along with dedication displayed by all will have a lasting impact on the future of Fleet readiness for years to come. By their truly distinctive achievements, extensive enthusiasm, and unfailing devotion to duty, the officers, enlisted personnel, and civilian employees of Navy Recruiting Command reflected credit upon themselves and upheld the highest traditions of the United States Naval Service.

For the Secretary,

A handwritten signature in dark ink, reading "M. G. Mullen".

M. G. MULLEN
Admiral, United States Navy
Chief of Naval Operations

Jacksonville, Miami recruiting districts compete in SpecOps Challenge

**Story by JO1 Eric S. Dehm, NRD Jacksonville and
JOC(SW) James P. Baldwin, NRD Miami**

On Feb. 11 there was an invasion of the Navy at the UDT-SEAL Museum in Fort Pierce, Fla. However in this case the battle-hardened retired SEALs who operate the museum had no intention of fighting off the masses converging on their turf.

The DEP recruits from NRD Jacksonville and NRD Miami joined Sea Cadets and NROTC students from around Florida to prove they have what it takes to be the best of the best. The museum was the site of a first for Navy Recruiting, a Special Operations DEP Expo. The event was an opportunity for SEAL applicants to see where they stand on their Special Operations Command Fitness Assessment (SOCFA). The SOCFA is a physical test which must be passed before entering SEAL, Special Warfare

Combatant Craft, Explosive Ordnance Disposal or Navy Diver training.

The test was only a part of the day's events, with the highlight for the DEP recruits being an opportunity to speak with actual SEALs. Four retired and three active duty Special Ops Sailors were on hand to talk to the recruits, including the most famous SEAL of all, retired CMDMCM(SEAL) Rudy Boesch from the first "Survivor" television show.

"I think this is a great and important event today," said Boesch. "With everything that is going on in the world, with terrorism and all, Special Forces are even more important these days. I'm glad to see so many kids here who are serious about going for it."

By getting face to face with real

SpecOps team members who have gone through all the training and seen combat in all its forms, the recruits were able to get a sense of what lies ahead, should they make the grade.

Proving that they have what it takes to be a SEAL is the ultimate goal of every DEPper who attended, including John Caruzzo. Caruzzo is from Sarasota, Fla., and shipped out to RTC Great Lakes on April 4. He said he is confident that being a SEAL is the job for him.

"It's a different kind of challenge," said Caruzzo. "I'm sure there are guys out there that can be better doctors or better lawyers than I could. This is my way of proving to myself that I can do something that not a lot of other people can do."

Every one of the DEPpers wants to succeed in their chosen paths and they were given words of advice from one source who knows what he is talking about.

Retired QMCS(SEAL) Jim "Patches" Watson was an original member of SEAL Team Two, went on numerous tours of duty in Vietnam and authored books about Naval Special Warfare. Watson spoke to every group of DEPpers



Photo by JO1 E.S. Dehm

DEP Recruits from NRD Jacksonville pose with retired CMDMCM(SEAL) Rudy Boesch and retired QMCS(SEAL) "Patches" Watson at the Navy UDT-SEAL Museum in Fort Pierce, Fla., Feb. 11.



Photo by JO1 E.S. Dehm

during the day and told them all they had to do was follow his advice to achieve their dreams.

“Stay focused,” said Watson. “If this is what you want to be, just stay focused. Don’t worry about what’s going to happen this afternoon or tomorrow, take every evolution as it comes and go for it,” he continued. “When you start saying to yourself, ‘Oh, what are we going to have to do this afternoon?’ Or ‘what do they have planned for us tonight?’ You’re about that close to being

ready to quit, because you’re starting to be concerned about what they’re doing to you. They can’t kill ya,” he said with a grin. “It’s against regulations and it’s too much paperwork.”

While many DEPPers have seen movies or TV shows depicting SEALs, few get the chance to meet them in person.

Now NRD Miami and NRD Jacksonville Special Ops DEPPers can say that they’ve not only met some of the most legendary SEALs, they’ve spoken with them, shaken their hands and received words of advice and encouragement. They are words that take on special meaning when you consider the sources.



Photo by JO1 E.S. Dehm

Top Left: Retired CMDCM(SEAL) Rudy Boesch congratulates a DEPPER for passing his fitness test.

Above Right: DEPPers gather under the sign at the SEAL/UDT Museum in Fort Pierce, Fla.

Below: Retired Capt.(SEAL) Michael Howard speaks to SEAL applicants about the history of the SEAL program.



Photo by JO1 E.S. Dehm

Diversity Event Achievement- Black Engineer of the Year Awards

**Story by JOC(SW/AW) Monica Hallman
NRD Philadelphia**

As diversity events go, it will be hard to top the Black Engineer of the Year Awards held in February in Baltimore, Md. From CNRC support to proactive recruiters, the event was a leads-generating and Navy awareness success story for Navy Recruiting District Philadelphia.

Though the awards ceremony was the centerpiece, the two-day career fair leading up to it was the focus of Navy recruiting efforts. The main recruiting display was 40 by 50 feet. Only Lockheed Martin and Navy Recruiting had booths of that size. Additionally, the main booth was flanked by displays from NAVAIR, NAVSEA and a separate large simulator display, for a whopping 5600 square feet of Navy presence.

"Not only were we a major sponsor this year, but our booth size and sheer number of Navy personnel in attendance were significant and commanded attention," said Lt. Cmdr. Lori Roe, an officer recruiter.

Twelve to fifteen recruiters and subject matter experts manned the

booth both days, interacting with large groups of students that toured the exhibits. One thing NRD Philadelphia changed from the previous year was to double the Navy recruiter presence, and supplement recruiters with Nuclear Engineering and Civil Engineering Corps officers.

"This was extremely helpful since they could give more in-depth information and relate specific experiences to those students interested in the Engineering fields," Roe said.

NASA Astronaut Capt. Robert

Curbeam, BEY award winner Rear Adm. Cecil Haney and Rear Adm. Mel Williams, a member of the Centennial Seven African American submarine commanders, also spent time at the display booth, engaging students.

Roe added that feedback on promotional items and RADs the previous year enabled the team to get "sufficient

numbers of the best RADs on hand" to bolster the Navy message. And the NRD Philly team credits good advance planning with ensuring success.

"There were several pre-BEY conference calls and two meetings in Baltimore prior to the conference," she said. "We were able to iron out



Photo by JOC(SW/AW) Monica Hallman

Navy Astronaut Capt. Robert Curbeam addresses students during a workshop at a career fair held in conjunction with the Black Engineer of the Year Awards Feb. 18. The awards recognize excellence in engineering, while the career fair highlights companies looking for engineers. The three-day event also presented a variety of workshops that addressed diversity recruiting, minority concerns and best practices. Captain Curbeam showed video of his last shuttle mission and spoke to students about his Navy career and NASA experiences.

logistical, manpower and supplies prior to the event that allowed the event to proceed smoothly and on schedule."

"This event was a huge success for NRD Philadelphia because we continuously communicated with each other to ensure we covered all the bases," said Cmdr. Durante Footman, NRD Philadelphia's Executive Officer.

Footman believes a major contributor to the booth success was the enthusiasm of the Sailors.

"We were genuinely thrilled to show off the Navy uniform," he said. "Many persons from various organizations, corporations, schools and industry never get the opportunity to meet the Navy's finest. Since we love our jobs, it was very easy to see the sincerity and enthusiasm dis-



Photo by JOC(SW/AW) Monica Hallman

Rear Adm. Cecil Haney, Black Engineer of the Year Award recipient, talks to students at the career fair held in conjunction with the award ceremony at the Baltimore Convention Center Feb. 18. The Black Engineer of the Year awards recognize outstanding achievement in industry and government.

played as we promoted and recruited for the world's finest Navy."

In fact, Footman felt so strongly about the importance of the Black Engineer of the Year event, that when CNRC Diversity's Lt. Cmdr. Jim Ryals was looking for a panel member for a recruiting best practices workshop, Footman jumped at the opportunity himself.

"I felt that this event was too important to not have my utmost attention," Footman said. "I truly believe that in order to achieve the maximum productivity from any organization a diverse group or mix is the key. Everyone has a special talent or skill set to offer, but it is only when we allow ourselves to remove all prohibitions or prejudices that we truly capitalize on each individual's strengths. Every race, gender and ethnicity must be considered to obtain the maximum return on our investment as we man the Fleet to defend freedom and democracy around the world."

Along with the dozen or so Sailors manning the booth, and admirals and other senior officers onboard, NRD Philadelphia recruiters and even Delayed Entry Personnel had roles in the event. A visit to USS McFaul gave the DEP members a look at a real Navy ship in action. DEP members were able to tour non-public areas such as berthing in addition to the bridge and the combat information center. And the DEP members had lunch on the mess decks, sitting right alongside crewmembers. Recruiters encouraged their DEP members to attend and escorted them onboard the ship. Other recruiters served as VIP drivers and had the chance to interact with several senior Navy leaders.

All in all, more than 60 Navy Sailors from four-star admirals to the newest Delayed Entry member had a hand in the success of the Black Engineer of the Year Awards event. The mix of good planning, high level support and genuine enthusiasm was a winning formula that garnered hundreds of quality leads for NRD Philadelphia.

Success tips for community relations

Story by JOC(SW/AW) Monica Hallman
NRD Philadelphia

· **Enlist CNRC Support-** CNRC helped make the Black Engineer of the Year Awards a major Navy Recruiting event. CNRC's Diversity Office assisted with logistics, RADs, extra staff and leverage with the BEY sponsors.

· **Establish a strong Navy Presence-** Eight admirals, including the Chief of Naval Personnel attended various functions. Navy Region North, Commodore Burt Palmer took part in several BEY events, including the opening ceremony. The Navy's Centennial Seven, the seven African-Americans that had commanded a sub when the Navy celebrated the Submarine Centennial in 2000 were also present, and were honored at several different ceremonies. NASA astronaut Captain Robert Curbeam conducted several workshops for students and also spent time at the Navy display booth. Naval Academy midshipmen met with senior Navy leadership at a breakfast event. NRD Philadelphia held a DEP event onboard USS McFaul during the weekend. McFaul crewmembers participated in some of the BEY events, and also performed community service visits. The presence of so much senior leadership and Navy uniforms in general made a powerful unspoken statement.

· **Take advantage of NAVCO-** Lt. Cmdr. Jim Ryals of CNRC Diversity suggested the BEY event as a "mini Navy Week." This added NAVCO resources to the equation. NAVCO was able to get USS McFaul (DDG 74) to make a port visit and host a media embark from the Naval Academy to the Baltimore Harbor. Riders included BEY award recipient Rear Admiral Cecil Haney, a local state representative and one of the "Centennial Seven" African American submarine commanders. The Governor of Maryland also visited the ship as it stopped offshore from the Naval Academy via the Captain's gig.

· **Alert the media -** Local media reported on the Governor's visit to the ship, Rear Adm. Haney's award and the ship's crew. Two newspapers, one slanted toward the African American community and one geared toward general readership published several stories on both the BEY event and the ship embark. The Naval Media center supplied several teams throughout the event, and aired seven stories that included Admiral Donald promoting the Nuke program, the NRD Philly DEP visit to USS McFaul and a profile of a DEP SEAL applicant.

· **Think outside the booth-** If there's an opportunity to be part of the event outside the display, take advantage of it. NRD Philadelphia's Executive Officer, Cmdr. Durante Footman said he feels so committed to diversity in the Navy, that he wanted to personally get involved, and not delegate it down. He co-chaired a "Recruiting Best Practices" workshop that was well attended by high school and college students.

· **Show real diversity-** No matter what ethnicity the event celebrates, show a snapshot of Navy diversity by using male and female, officer and enlisted recruiters that reflect a variety of ethnicities and backgrounds.

Mural at NORU

DM1(SW) Jason Pickett, stands on the ceremonial quarterdeck of NORU in Pensacola, Fla. The mural, painted by Pickett, was his way of using his talent to give back to his command. After losing their school house due to Hurricane Ivan, NORU still stands, but now is located in a new building. NORU has not stopped instructing its students since the hurricane. The mural, painted primarily on his own time, took around 70 hours to complete, but in his words, "It was a small sacrifice to make for my command. We preach "got to make goal" to our students, a chant you often hear sounding though the halls at NORU, and my goal was to use my talent to further inspire our students as they leave this command with the pride of the Navy in their minds and the unique salesmanship training we give in their pockets, fully armed as they go out to the community to recruit."



U.S. Navy Photo

NASCAR Continued

it's very important to the nation and Navy that we become more diverse. We do have women. NASCAR is also pushing for more diversity. We look at the demographics here. It's not just the people joining, but their parents, teachers, guidance counselors. We're getting the message out to a wide group. We have other venues, a lot through other sports, to get to our African-American audience, the Hispanic audience. We balance our portfolio to make sure we're inclusive of all of America on getting the word out about opportunities to serve in the Navy.

You grew up in North Dakota, there's no professional sports teams for miles and miles and miles. What teams did you follow?

In baseball, my cousin liked the New York Yankees, so I'm a diehard Yankees fan.

You're a Yankee fan?

Can you believe it?

Come on! I'm out of here.

We lived in Brooklyn right before I left for my last job, so I got to a few games. Football, it had to be Dallas Cowboys and Roger Staubach. Basketball, I really love Michael Jordan, and his ability to win and carry the whole team with him if he needed to. His drive, not for glory, but to be successful. There's so many lessons in that. You're dead-tired, you have the flu, when it came down to the clutch shot at the end of the game, he's the one who wanted to do it, and he delivered. We hope all those in the military felt that same sacrifice. You see that all the time, the last thing they did before they gave the ultimate sacrifice, was to do something to make the mission successful.

We read a lot, when we're at war and even

when we're not, about how important televised sports are for people in the military. Can you talk about that?

I even have a story. I was on a submarine, the USS Alaska on a top secret patrol. We were underwater, totally isolated. But we floated a communication wire to catch the Super Bowl. We listened to the first half. But we had to change course, and we lost the signal. This was the Super Bowl back in the 1980s where the team that was ahead got trounced in the second half. We didn't find out for another couple days. It was very frustrating.

Because the people in the Navy come from everywhere in America, there's a lot of personal pride in wherever your hometown teams are, at all levels, from high school to college to pros. To be able to cheer that on, see what's going on, is very important. In the past, submarines had very little communication on certain missions. One of the best things was, "just get me a newspaper, I want to see the standings." It didn't matter what time of year it was, I just wanted to get the standings, how my teams are doing. "How the heck did they get *there*?"



Is it more to stave off boredom, or to give guys a connection to home, or is it both?

It's a connection to home, and it's a little bit of competition to win. A lot of people who are in the military want us to be in generally good shape, which makes a lot of people in America not eligible. So the ones we do have are pretty athletic, and I think there's an association with competitiveness. It's the same thing, whether you're putting out a fire on a ship, everybody has a role, you get it done, critique it, coaching, mentoring, you go through drills, lots of practice, so when you get to game day, you're ready to deliver. Game day for us is wartime.



Region South	Region West	Region North	Region Central
Small Station NRS Franklin NRD Nashville	Small Station NRS Las Vegas East NRD San Diego	Small Station NRS Auburn NRD New England	Small Station NRS Coon Rapids NRD Minneapolis
Medium Station NRS Cookeville NRD Nashville	Medium Station NRS Albany NRD Portland	Medium Station NRS Hickory NRD Raleigh	Medium Station NRS Oaklawn NRD Chicago
Large Station NRS Hoover NRD Montgomery	Large Station NRS Walla Walla NRD Seattle	Large Station NRS Little Creek NRD Richmond	Large Station NRS Desoto NRD Dallas

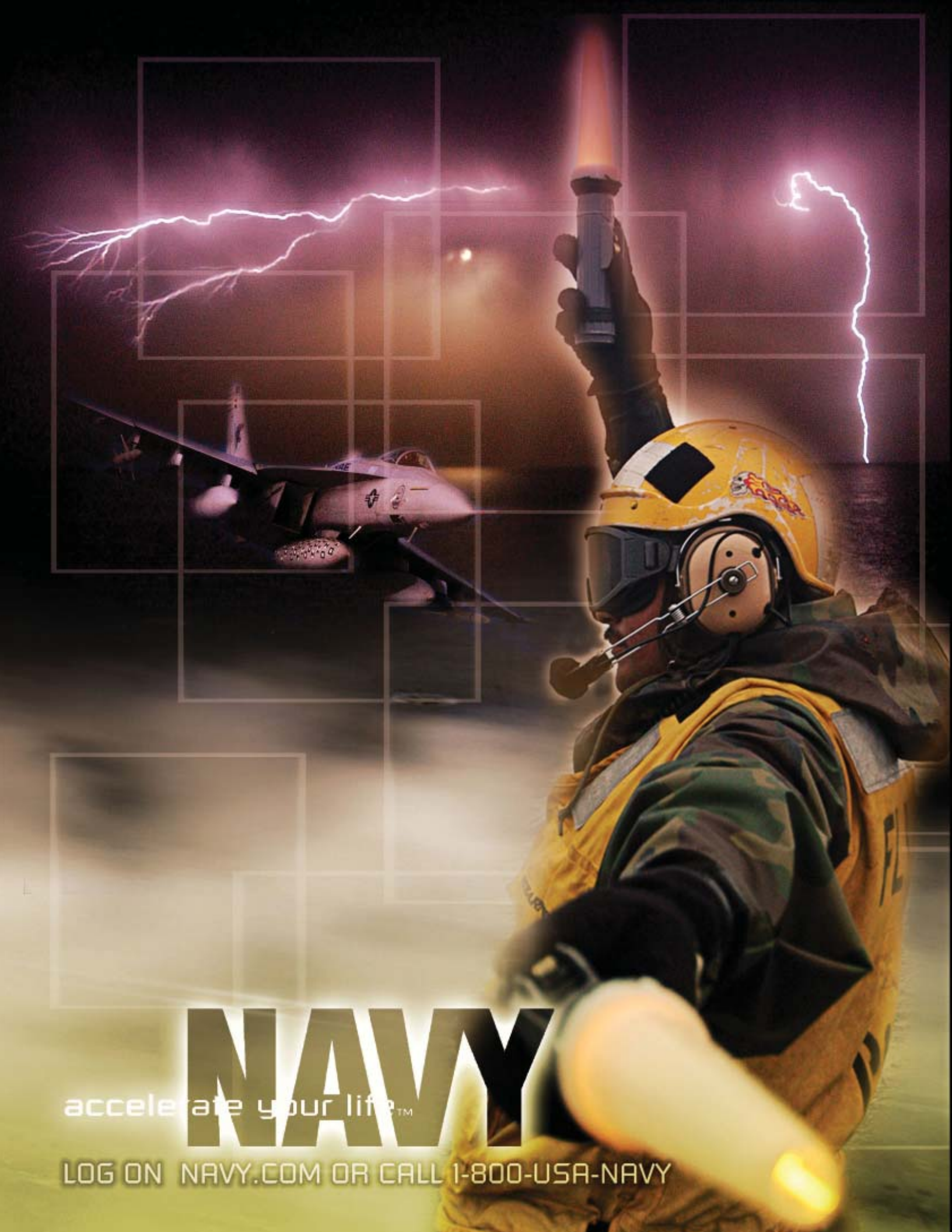


 Navy and Marine Corps Achievement Medal	NRD Los Angeles	 Navy and Marine Corps Commendation Medal
CNRC HQ PH2(AW) Justin Bane SK1(SW) Carlos Vaquez IT2(SW/AW) Joseph Espinosa FC1(SW) Anthony Artis	CS2(SW) Jounie Angcao MMC(SW) Kenny Lawrence ABFC(AW/SW) Raymond Maturino CE1(SCW) Abner Yandoc DC1(SW/AW) Edilberto Abad, Jr. AM1(AW) Peter Purcell GSM1(SW) Nathaniel Simeon	CNRC HQ ICC(SW) Steave Phann

To have your award included, please fax your award citation (Navy and Marine Corps Achievement Medals and above) to (901) 874-9074, ATTN: JO1 Chambers.



NRD Dallas FC2(SW/AW) Matthew Patton NRS Desoto HM2 Matthew Meyer NRS Waco	NRD Los Angeles AE1 Renar Awa NRS Guam MM1 Terence Nash NRS Alahambra GSM2 Ruben Santos NRS EL Monte	NRD Nashville GM2(AW) Shane Rowe NRS Gallatin	SW1(SCW) Freddie McAbee NRS Asheville	NRD San Diego GSEC(SW) Balbino Pinto NRS Chula Vista
NRD Houston AM3(AW) William Johnson NRS Spring	NRD Michigan AE2(AW) Nathan Wyant NRS Grand Rapids, MI AO2(AW) John Hardy AE2 Christopher Jorgensen	NRD New England ABH3(AW) Brian Ellis NRS West Lebanon CE1 Joseph Sciacca NRS Brunswick NC1 Erica Zecher NRS Providence	NRD Richmond PS1(SW/AW) Daniel Sam NMCRC Little Creek STS2(SS) Jody Mathis NRS Huntington	FC2(SW) Robert Auth NRS Santee EM1(SW/AW) Steve Matsui NRS Mission Viejo
NRD Jacksonville NC2 Francisco Freeman NAR Jacksonville		NRD Philadelphia BM2 Troy Roberts NRS Silver Spring	FCC(SW) Farrell Tudor NRS Fredericksburg	NC1(SW) Bernardino Directo NRS North Island
NRD Kansas City STS1(SS) John Garner NRS Overland Park	NRD Minneapolis CTO1 Charles Briggs NRS Coon Rapids	NRD Raleigh ET1(SS) Jordan Dixon NRRS Charlotte	FC2(SW) Russell Durbin, II NRS Richmond	BM2(SW) Eric Simpson NRS Oceanside



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